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# Mobile Technology and Home Broadband 2019

*37% of Americans now go online mostly using a smartphone, and these devices are increasingly cited as a reason for not having a high-speed internet connection at home*

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## Mobile Technology and Home Broadband 2019

*37% of Americans now go online mostly using a smartphone, and these devices are increasingly cited as a reason for not having a high-speed internet connection at home*

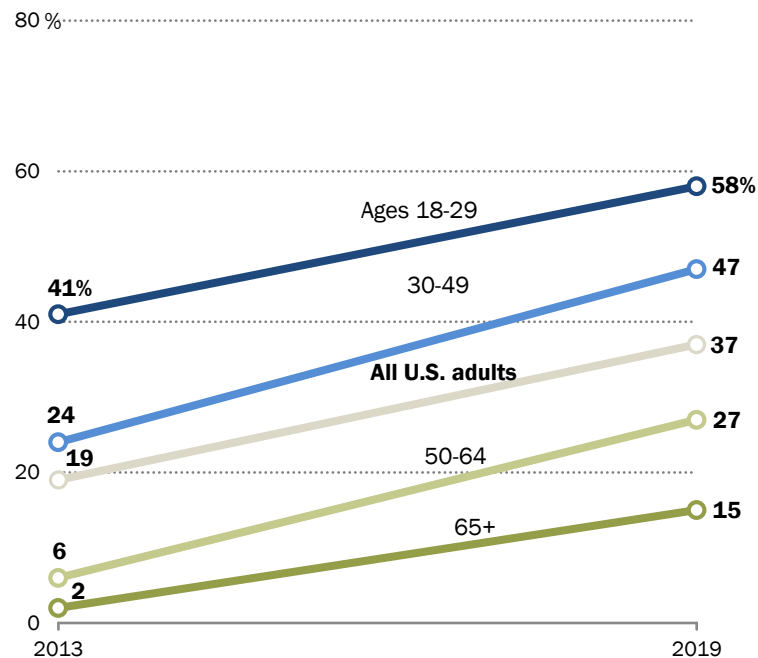
As the share of Americans who say they own a smartphone has increased dramatically over the past decade – from 35% in 2011 to 81% in 2019 – a new Pew Research Center survey finds that the way many people choose to go online is markedly different than in previous years.

Today, 37% of U.S. adults say they mostly use a smartphone when accessing the internet. This share has nearly doubled since 2013, when the Center last asked this question. At that point, 19% of Americans named their smartphone as their primary device for going online.<sup>1</sup>

Younger adults are especially likely to reach for their phones when going online. Fully 58% of 18-to-29-year-olds say they mostly go online through a smartphone, up from 41% in 2013. Still, this growth is evident across all age groups. For example, the share of adults ages 30 to 49 who say they mostly use a smartphone to go online has nearly doubled

### Americans of all ages are increasingly likely to say they mostly go online using their smartphone

*% of U.S. adults who say they mostly go online using a cellphone*



Note: Respondents who did not give an answer or gave other responses are not shown. Source: Survey of U.S. adults conducted Jan. 8-Feb. 7, 2019. Trend data from previous Center surveys.

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<sup>1</sup> In 2013, this question was asked of respondents who said they use the internet or email on their cellphone. In 2019, the question was asked of respondents who say they use a smartphone.

– from 24% in 2013 to 47% today.

These trends are part of a broader shift towards mobile technology that has changed the way people do everything from [getting news](#) to [applying for jobs](#).

Indeed, mobile devices are not simply being used more often to go online – some Americans are forgoing traditional broadband at home altogether in favor of their smartphone. A majority of adults say they subscribe to home broadband, but about one-in-four (27%) do not. And growing shares of these non-adopters cite their mobile phone as a reason for not subscribing to these services.

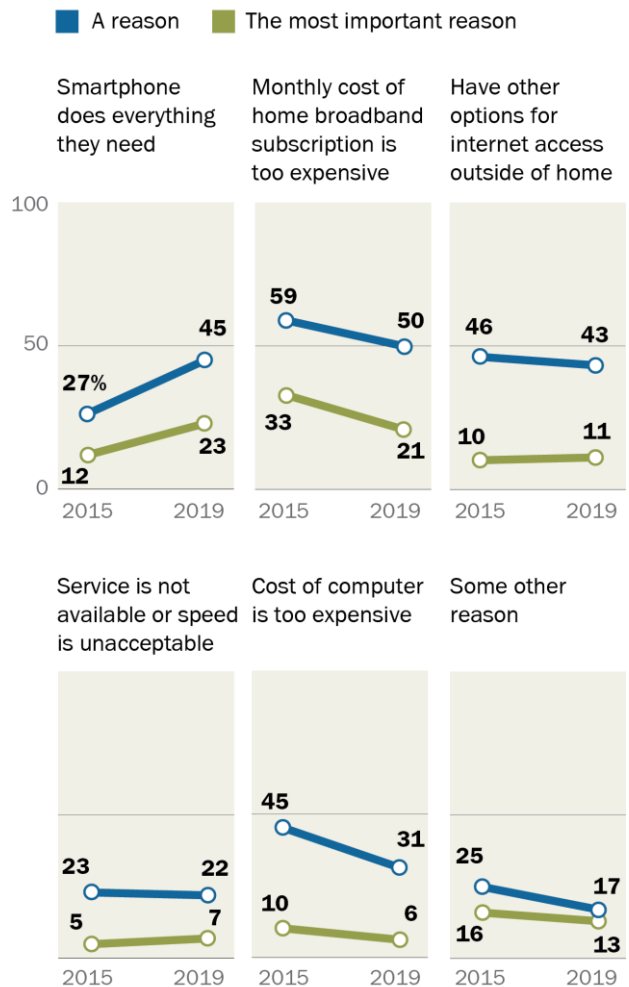
Among non-broadband users, 45% say they do not have broadband at home because their smartphone lets them do everything they need to do online, up from 27% in 2015. At the same time, the share of non-broadband users who say their smartphone is the *most* important reason for not having a high-speed internet connection where they live has nearly doubled over the same time period (from 12% to 23%). And while affordability remains a commonly cited barrier, the share of non-broadband adopters who say the cost of a monthly subscription is the *most* important reason for not having these services has fallen from 33% in 2015 to 21% today.

In addition, 80% of these non-broadband users say they are not interested in getting high-speed connections at home.

These patterns underscore the reliance that a minority of Americans have on their smartphone for internet access. Some 17% of U.S. adults are

## Growing share of non-broadband users cite their smartphone's capabilities as a reason for not having home broadband

% of non-broadband users who say the following are \_\_\_ they do not have broadband at home



Note: Respondents who did not give an answer are not shown.  
Source: Survey of U.S. adults conducted Jan. 8-Feb. 7, 2019. Trend data from previous Center surveys.  
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“smartphone-only internet users” – meaning they report owning a smartphone but do not have a traditional high-speed internet connection where they live. This share has roughly doubled since 2013, when 8% of adults fell into this category.

These are some of the key findings from Pew Research Center’s telephone survey of 1,502 U.S. adults conducted Jan. 8 – Feb. 7, 2019.

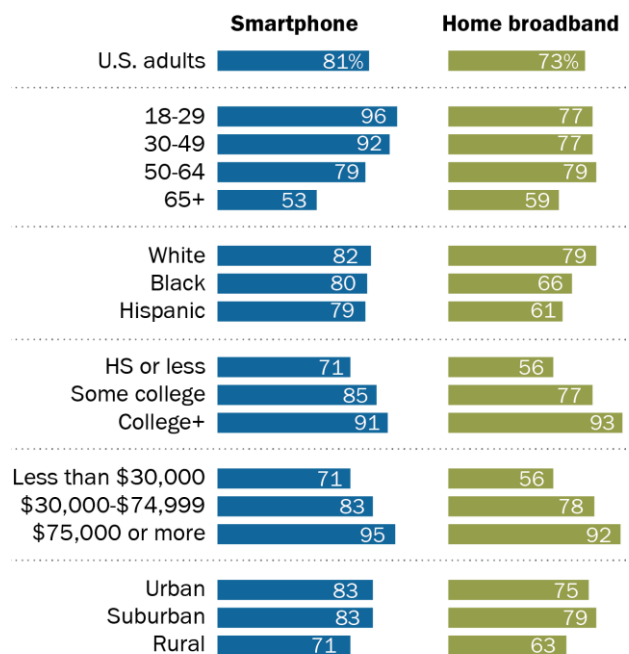
### A majority of Americans subscribe to high-speed internet service at home or own a smartphone, but digital gaps remain between some groups

Fully 81% of adults now say they own a smartphone, up slightly from 77% in 2018. Smartphone ownership is relatively common among Americans of different economic, educational and racial and ethnic backgrounds. Adults ages 65 and older are the only major demographic group in which a clear majority do not own this type of device, but ownership rates vary even within this population: 59% of those ages 65 to 74 are smartphone owners, but that share falls to 40% among those 75 or older.

The share of Americans who say they have broadband service at home has also risen slightly over the past year – from 65% in early 2018 to 73% today. But compared with smartphone ownership, there are more pronounced variations in broadband adoption across demographic groups. For example, 92% of adults from households earning \$75,000 or more a year say they have broadband internet at home, but that share falls to 56% among those whose annual household income falls below \$30,000. That 36-point gap in broadband adoption between the highest- and lowest-income groups is substantially larger than the 24-point gap in smartphone ownership between these groups. Educational differences follow a nearly identical pattern.

### Majorities of Americans have a smartphone, subscribe to broadband, but this varies by education, income

*% of U.S. adults who say they have or own the following*



Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey of U.S. adults conducted Jan. 8-Feb. 7, 2019. “Mobile Technology and Home Broadband 2019”

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And as has been true with other Center surveys, there are double-digit gaps in home broadband adoption by community type, as well as by race and ethnicity.

### Roughly one-in-four lower-income adults are “smartphone only” internet users

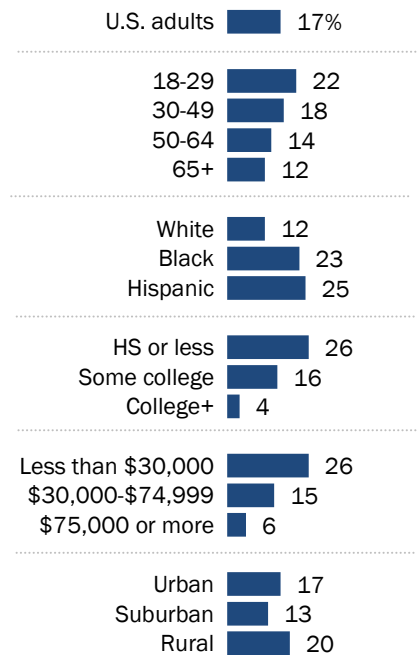
For some Americans without traditional broadband, smartphones may help bridge these gaps in connectivity. Overall, 17% of Americans are now “smartphone only” internet users – meaning they own a smartphone but do not subscribe to broadband internet service at home. This share has roughly doubled since 2013. At that time, just 8% of Americans relied on their smartphone for internet use at home. The 2019 figure is, however, somewhat lower than the percentage who said this in 2018 (20%).

In general, smartphone reliance tends to be more common among groups who also have lower levels of broadband adoption. Some 26% of adults who have a high school education or less are smartphone only internet users. By comparison, 16% of those with some college experience and only 4% of college graduates fall into this category. Lower-income adults are also more likely than those in higher-earning households to be smartphone only internet users.

Racial and ethnic gaps are also present: One-quarter of Hispanics and a comparable share of blacks are smartphone only internet users, compared with about one-in-ten whites.

### 17% of Americans are “smartphone only” internet users

*% of U.S. adults who say they own a smartphone, but do not have a high-speed internet connection at home*



Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey of U.S. adults conducted Jan. 8-Feb. 7, 2019.

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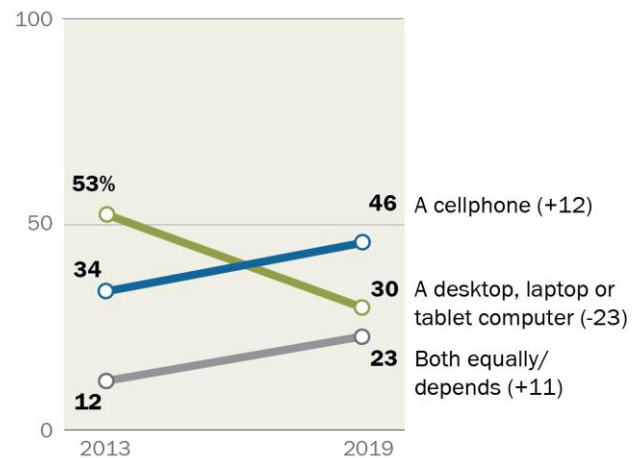
## Smartphone users are now more likely to go online using their mobile phone than with some other type of device

For those who own a smartphone, these devices now outpace more traditional means of accessing the web. Some 46% of smartphone owners say when using the internet, they mostly do so on their phone. This represents a double-digit increase from 2013, when 34% of these users said this.

At the same time, the share of smartphone users who say a desktop, laptop or tablet computer is their primary device for going online has fallen from 53% in 2013 to 30% today. Roughly one quarter of smartphone users say they equally use a cellphone or a desktop, laptop or tablet computer when going online, up from 12% six years prior.

### A plurality of smartphone owners now say they mostly use their phone – and not a computer – to go online

*% of smartphone owners who say they mostly go online using...*



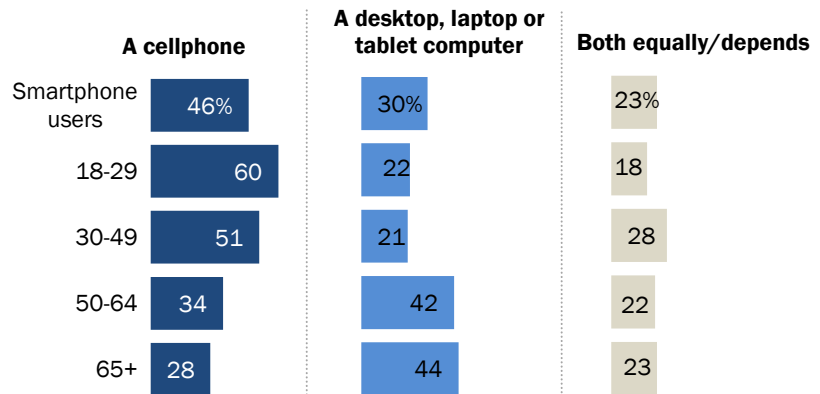
Note: Respondents who did not give an answer are not shown.  
 Source: Survey of U.S. adults conducted Jan. 8-Feb. 7, 2019. Trend data from previous Center surveys.  
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Smartphone users' preferred method of going online varies significantly by age. While 60% of smartphone owners ages 18 to 29 and roughly half of those ages 30 to 49 say they mostly use their cellphone to use the internet, those shares fall to about one-third or less among those ages 50 and older. On the other hand, smartphone users ages 50 and over are about twice as likely as those under the age of 50 to say they mostly access the internet through a computer of some kind (43% vs. 21%).

### Smartphone owners' preferred way of accessing the internet varies substantially by age

*% of smartphone owners who say they mostly go online using...*



Note: Respondents who did not give an answer are not shown.  
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Beyond age, there are also educational differences in the way smartphone users access the internet. Roughly six-in-ten smartphone owners with a high school diploma or less (57%) say they mostly use the internet via a cellphone, compared with 45% of smartphone users with some college experience and 34% of those with a bachelor's degree or more. By contrast, smartphone owners who are college graduates are about twice as likely as those with a high school education or less to say they mostly use a computer to go online (40% vs. 21%). Similar gaps are present by household income and race and ethnicity. (For more details on how different demographic groups access the internet, see Appendix A)

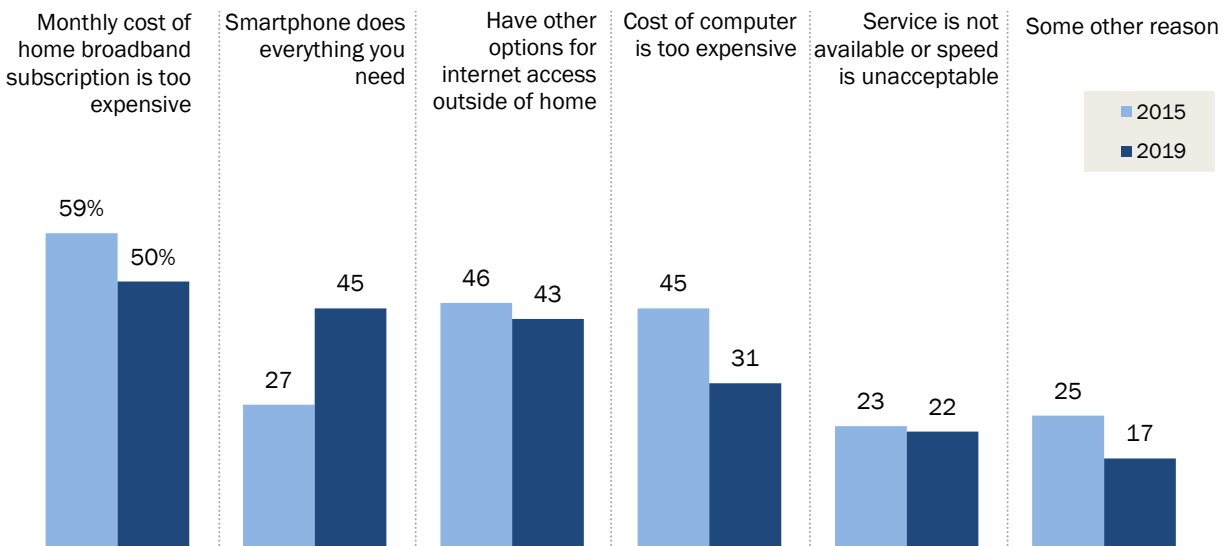


## A growing share of non-broadband users cite their smartphone's capabilities as the reason they do not subscribe to high speed internet service at home

The reasons non-broadband users cite for not having broadband service have shifted in recent years. Affordability remains a commonly cited barrier to subscribing to these services, but the shares of non-broadband adopters who mention cost has declined since 2015.

### 45% of non-broadband users now cite their smartphone as a reason for not subscribing to high-speed internet service

*% of non-broadband users who say the following are a reason why they do not have high speed internet service at home*



Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 8-Feb. 7, 2019. Trend data from previous Center surveys. "Mobile Technology and Home Broadband 2019"

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Half of non-broadband users today say they do not subscribe to broadband because the cost of a monthly subscription is too expensive, while 31% say the cost of a computer is too expensive. In 2015, those shares were 59% and 45%, respectively.

Meanwhile, a growing share of non-broadband users credit their smartphone as a reason why they forego a subscription to high-speed home internet service. Some 45% of non-broadband adopters say they do not have high-speed internet at home because their smartphone lets them do everything online that they need to do. This represents an 18-percentage point increase from 2015,

when only 27% of non-adopters cited their smartphone as a reason for not having home broadband.

Roughly four-in-ten non-adopters report having other options for internet access outside of their home, while 22% say broadband service not being available or available at an unacceptable speed where they live is a reason for not subscribing to home broadband. Both of these shares have changed little in the past four years.

When asked to name the *most* important reason they do not subscribe to home broadband, more non-adopters point to the functionality of their smartphones today than in the past.

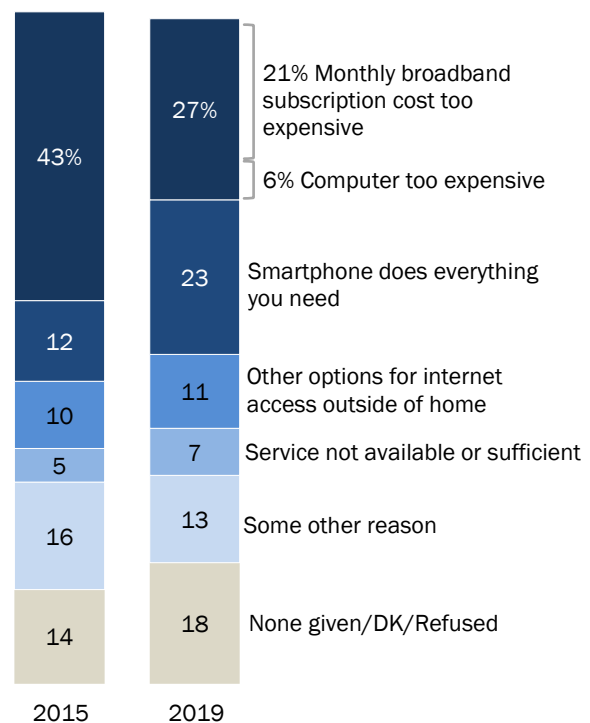
Some 23% of non-broadband users say the *most* important reason for them not having a broadband connection at home is because their smartphones let them do everything they need to do online – roughly doubling the share (12%) who said this in 2015.

And while financial factors remain a frequently cited reason for non-adoption, fewer non-broadband users cite cost as the primary reason they do not subscribe to these services. Some 21% of non-broadband users say the monthly cost of service is the single most important reason why they do not have broadband at home, with an additional 6% attributing their non-adoption to computers being too expensive. In each case, both of these shares were higher in 2015 (33% and 10%, respectively).

And for non-broadband users who own a smartphone, the functionality of their smartphone is the single most important reason they cite for not subscribing to high-speed internet at home. Some 37% of non-broadband adopters who have a smartphone say this,

### Non-broadband users increasingly cite their smartphone as their primary reason for not subscribing

% of non-broadband users who cite the following as the *most important* reason for not having broadband service



Source: Survey of U.S. adults conducted Jan. 8-Feb. 7, 2019. Trend data from previous Center surveys. "Mobile Technology and Home Broadband 2019"

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statistically unchanged from 2015. At the same time, roughly one-quarter of non-broadband users who have a smartphone say either the monthly cost of a broadband subscription (22%) or the cost of a computer (4%) is the primary reason they do not have home broadband, down from 38% in 2015.

### **A majority of non-broadband users have never had high-speed internet at home and relatively few are interested in having it in the future**

In previous Center surveys, Americans of all kinds have linked not having broadband to a [number of disadvantages](#) – including difficulties finding job information or less access to government services. Despite these perceived challenges, non-adopters show little interest in becoming home broadband users in the future.

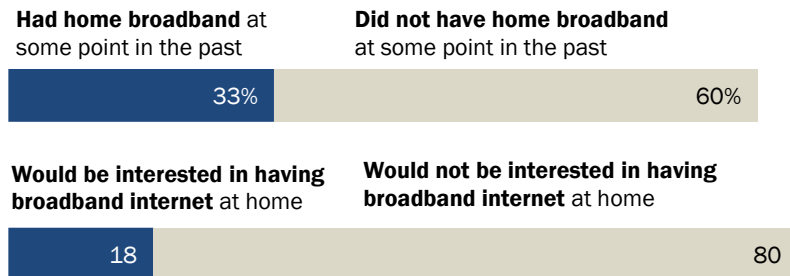
Six-in-ten non-broadband users say they have *never* had high-speed internet service at home in the past, while one-third indicate that they had previously subscribed to these services. And when asked if they are interested in having home broadband in the future, most non-adopters are unenthusiastic about the prospect. Fully 80% of non-broadband users say they would *not* be interested in having broadband at home, while 18% think this is something they would

consider in the future. These sentiments are on par with those found in the [Center's 2015](#) survey.

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### **Eight-in-ten non-broadband users are not interested in subscribing to home broadband services in the future**

*% of non-broadband users who say they ...*



Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 8-Feb. 7, 2019.

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# Methodology

The analysis in this report is based on telephone interviews conducted Jan. 8-Feb. 7, 2019, among a national sample of 1,502 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (302 respondents were interviewed on a landline telephone, and 1,200 were interviewed on a cellphone, including 779 who had no landline telephone). The survey was conducted by interviewers under the direction of Abt Associates. A combination of landline and cellphone random-digit-dial samples were used. Both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see: <https://www.pewresearch.org/methodology/u-s-survey-research/>

The combined landline and cellphone sample is weighted using an iterative technique that matches gender, age, education, race, Hispanic origin, and nativity and region to parameters from the 2017 Census Bureau's American Community Survey one-year estimates and population density to parameters from the Decennial Census. The sample is also weighted to match current patterns of telephone status (landline only, cellphone only, or both landline and cellphone), based on extrapolations from the 2018 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cellphones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. The margins of error reported and statistical tests of significance are adjusted to account for the survey's design effect, a measure of how much efficiency is lost from the weighting procedures.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

<b>Group</b>	<b>Unweighted sample size</b>	<b>Plus or minus ...</b>
Total sample	1,502	2.8 percentage points
Men	828	3.8 percentage points
Women	674	4.3 percentage points
18-29	236	7.2 percentage points
30-49	395	5.6 percentage points
50-64	424	5.4 percentage points
65+	391	5.6 percentage points
Less than \$30K	348	5.9 percentage points
\$30K-\$74,999	400	5.5 percentage points
\$75K or more	526	4.8 percentage points
White, non-Hispanic	1,011	3.5 percentage points
Black, non-Hispanic	142	9.3 percentage points
Hispanic	213	7.6 percentage points
High school or less	461	5.1 percentage points
Some college	375	5.7 percentage points
College+	656	4.3 percentage points
Urban	505	4.9 percentage points
Suburban	636	4.4 percentage points
Rural	258	6.9 percentage points
Smartphone users	1,219	3.2 percentage points
Non-broadband users	400	5.5 percentage points
Smartphone only internet users	248	7.0 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Pew Research Center undertakes all polling activity, including calls to mobile telephone numbers, in compliance with the Telephone Consumer Protection Act and other applicable laws.

Pew Research Center is a nonprofit, tax-exempt 501(c)(3) organization and a subsidiary of The Pew Charitable Trusts, its primary funder.

*CORRECTION: A previous version of the margin of error table listed the weighted sample size instead of the non-weighted sample size for non-broadband users.*

## Appendix A: Detailed tables

### How U.S. adults access the internet, by demographic groups

*% of U.S. adults who say they mostly go online using...*

	<b>A cellphone</b>	<b>A desktop, laptop or tablet computer</b>	<b>Both equally/depends</b>	<b>Does not own a smartphone</b>
U.S. adults	37%	24%	19%	19%
Men	37	25	20	16
Women	37	23	17	21
White	35	28	19	18
Black	39	16	20	20
Hispanic	49	13	16	21
Ages 18-29	58	21	17	4
30-49	47	19	25	8
50-64	27	33	17	21
65+	15	23	12	47
Less than \$30,000	42	14	13	29
\$30K-\$74,999K	39	25	18	17
More than \$75,000	35	33	26	5
HS or Less	41	15	13	29
Some college	38	24	22	15
College+	31	36	23	9
Urban	38	24	19	17
Suburban	36	26	20	17
Rural	37	19	14	29

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.

Respondents who gave other responses or who did not give an answer are not shown.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

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## How smartphone users access the internet, by demographic groups

*% of smartphone users who say they mostly go online using...*

	<b>A cellphone</b>	<b>A desktop, laptop or tablet computer</b>	<b>Both equally/depends</b>
U.S. adults who own a smartphone	46%	30%	23%
Men	44	30	24
Women	47	29	22
White	43	34	23
Black	49	20	25
Hispanic	61	16	20
Ages 18-29	60	22	18
30-49	51	21	27
50-64	34	42	22
65+	28	44	23
Less than \$30,000	59	20	19
\$30K-\$74,999K	47	30	22
More than \$75,000	37	35	27
HS or Less	57	21	18
Some college	45	28	26
College+	34	40	26
Urban	46	29	23
Suburban	43	32	24
Rural	53	26	20

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race. Respondents who gave other responses or who did not give an answer are not shown.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

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## Topline questionnaire

### January 2019 Core Trends Survey

Final Topline

3/8/2019

Abt Associates for Pew Research Center

Sample: n=1,502 U.S. adults age 18 or older nationwide, including 1,200 cell phone interviews

Interviewing dates: January 8, 2019 – February 7, 2019

Margin of error: ± 2.85 percentage points for results based on Total [n=1,502]

#### HOME4NW Do you currently subscribe to internet service at HOME?

	CURRENT	
%	78	Yes
	22	No
	*	(VOL.) Don't know
	0	(VOL.) Refused

Trend based on internet users [N=1,372]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	84	16	*	0
January 2018	80	20	*	0
July 2015	84	16	*	0

#### BBHOME1 Do you subscribe to dial-up internet service at home... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?

#### BBHOME2 [ASK IF BBHOME1=DIAL-UP:] Just to confirm, you use a dial-up connection to the internet at home, and not a higher-speed broadband connection?

Based on home internet subscribers [N=1,210]

	DIAL-UP	HIGHER SPEED	(VOL.) BOTH DIAL-UP AND HIGHER SPEED	(VOL.) ACCESS NET ON CELL OR TABLET ONLY	(VOL.) NO HOME NET ACCESS	(VOL.) DK	(VOL.) REF.
Current	2	92	3	*	*	2	*
January 2018	3	90	2	*	*	5	*
July 2015	3	91	1	*	1	4	*

**SUMMARY OF HOME BROADBAND**

Based on home internet subscribers

	<u>CURRENT</u>		JANUARY 2018	JULY 2015
%	94	Home broadband users	91	92
	6	No home broadband/DK	9	8

Based on Total

	<u>CURRENT</u>		JANUARY 2018	JULY 2015
%	73	Home broadband users	65	67
	27	No home broadband/DK	35	33

**DEVICE1a** Next, do you have a cell phone, or not?<sup>2</sup>

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	96	4	0	0
January 2018	95	5	0	0
November 2016	95	5	0	0
May 2016	92	8	0	0
April 2016	92	8	0	0
November 2015	91	9	0	0
July 2015	92	8	*	*
April 2015	92	8	*	0
Sept 2013	91	9	0	0
August 2013	89	11	0	0
May 2013	91	9	0	*
December 2012	87	13	*	0
November 2012	85	15	0	*
Sept 2012	85	15	*	0
August 2012	89	10	0	*
April 2012	88	12	*	*
February 2012	88	12	0	*
December 2011	87	13	0	*
August 2011	84	15	*	*
May 2011	83	17	*	0
January 2011	84	16	*	*

<sup>2</sup> Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. Beginning September 2007, question/item was not asked of the cell phone sample, but trend results shown here reflect Total combined landline and cell phone sample. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. Wording may vary from survey to survey. Wording variations include: "Do you have a cell phone or a Blackberry or iPhone or other device that is also a cell phone?"; "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone?"; "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?"; "Do you happen to have a cell phone?"; "Do you have a cell phone?"

*Continued from above*

December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
Dec 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005	66	34	*	--

**SMART2** Is your cell phone a smartphone, or not?

Based on cell phone owners [N=1,465]

	YES, SMARTPHONE	NO, NOT A SMARTPHONE	DON'T KNOW	REFUSED
Current [N=1,465]	84	15	1	0
January 2018 [N = 1,933]	82	17	1	*
November 2016 [N=2,926]	81	16	3	*
May 2016 [N=992]	76	17	7	0
April 2016 [N=1,535]	78	16	6	*
November 2015 [N=2,606]	76	17	7	*
July 2015 [N=1,903]	73	20	7	*
April 2015 [N=1,900]	73	21	5	*
September 2013 [N=5,763]	61	32	7	*
August 2013 [N=1,636]	60	33	6	*
May 2013 [N=2,076]	55	39	5	*
December 2012 [N=1,954]	52	41	6	*
November 2012 [N=1,992]	55	38	6	*
September 2012 [N=2,581]	53	40	6	*
April 2012 [N=1,954]	46	44	10	*
February 2012 [N=1,961]	45	46	8	*
May 2011 [N=1,914]	33	53	14	*

**Q20** Overall, when you use the internet, do you do that mostly using your cell phone or mostly using some other device like a desktop, laptop or tablet computer?<sup>3</sup>

Based on smartphone owners

	CURRENT		MAY 2013	APRIL 2012	MAY 2011
%	46	Mostly on cell phone	34	31	27
	30	Mostly on something else	53	60	62
	21	Both equally (VOL.)	11	7	10
	2	Depends (VOL.)	1	2	1
	1	Don't know	*	*	*
	1	Refused	*	*	*
	[n=1,219]		[n=1,185]	[n=929]	[n=746]

**BBSMART1** You said that you **[IF SMART2=1, INSERT: have a smartphone, but]** do not have high-speed internet service at home. Did you EVER at some point in the past have a broadband internet subscription at home?

Based on non-broadband users [N=357]

	CURRENT		JULY 2015
%	33	Yes, had broadband	36
	60	No, did not have broadband	59
	7	(VOL.) Don't know	4
	*	(VOL.) Refused	1

**BBSMART2** Would you like to have high-speed internet at home **[IF BBSMART1=1, INSERT: again]**, or is that not something you're interested in?

Based on non-broadband users [N=357]

	CURRENT		JULY 2015
%	18	Yes, interested	25
	80	No, not interested	70
	1	(VOL.) Don't know	3
	1	(VOL.) Refused	2

<sup>3</sup> Prior to 2019, this question was asked of respondents who said they use the internet or email on their cellphone. In 2019, the question was posed to respondents who said they use a smartphone.

**BBSMART3** Please tell me whether any of the following are reasons why you do not have high-speed internet at home. First, how about **[INSERT ITEMS; RANDOMIZE]**? Is this a reason why you do not have high-speed internet at home?

Next, what about **[INSERT NEXT ITEM]**? **[IF NECESSARY: Is this a reason why you do not have broadband service at home?]**

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Item A: Based on non-broadband users</i>				
a. The monthly cost of a home broadband subscription is too expensive				
Current [N=357]	50	42	7	1
July 2015 [N=605]	59	34	4	2
<i>Item B: Based on non-broadband users</i>				
b. The cost of a computer is too expensive				
Current [N=357]	31	64	4	1
July 2015 [N=605]	45	50	3	2
<i>Item C: Based on non-broadband users who have a smartphone</i>				
c. Your smartphone lets you do everything online that you need to do				
Current [N=208]	72	27	*	0
July 2015 [N=244]	65	29	4	3
	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Item D: Based on non-broadband users</i>				
d. You have other options for internet access outside of your home				
Current [N=357]	43	53	4	1
July 2015 [N=605]	46	50	2	2
<i>Item E: Based on non-broadband users</i>				
e. Broadband service is not available where you live, or is not available at an acceptable speed				
Current [N=357]	22	61	16	1
July 2015 [N=605]	23	63	13	2
<i>Item F: Based on non-broadband users</i>				
f. Some other reason I haven't already mentioned (SPECIFY)				
Current [N=357]	17	81	1	1
July 2015 [N=605]	25	69	5	2

**BBSMART4** Thinking of the reasons why you do not have broadband service at home, which of them is the MOST important? Is it that **[READ; ONLY INCLUDE "YES" RESPONSES FROM BBSMART3; LIST RESPONSES IN SAME ORDER AS BBSMART3]**?<sup>4</sup>

Based on non-broadband users [N=357]

	CURRENT		JULY 2015
%	23	Your smartphone lets you do everything online that you need to do	12
	21	The monthly cost of a home subscription is too expensive	33
	11	You have other options for internet access outside of your home	10
	6	The cost of a computer is too expensive	10
	7	Broadband service is not available where you live, or is not available at an acceptable speed	5
	13	Or some other reason	16
	4	(VOL.) Don't know BBSMART4	3
	2	(VOL.) Refused BBSMART4	3
	12	None is a reason	9

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<sup>4</sup> Question was asked of respondents who gave two or more "Yes" responses in BBSMART3. Results shown here also include respondents who gave only one "Yes" response in BBSMART3.